Orders Order / Rev: 103615 06830030 Alt Order #: Product Desc: BERKLEY FOR SENATE Estimate: Flight Dates: 10/09/12 - 10/15/12 Primary AE: Amy McCreary BLPHI Original Date / Rev: 06/27/12 / 10/08/12 Sales Office: National Order Type: **GENERAL** Sales Region: Agency Name: **Shorr Johnson Magnus Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: A25-54 Demographic: New Business Thru: **Product Codes:** PLC01 00:05:00

Priority:

Revenue Codes:

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/15/12 123 \$44,825.00 \$38,101.25 Totals

Month # Spots Gross Amount Net Amount Rating October 2012 123 \$44,825.00 \$38,101.25 0.00 Totals 123 \$44,825.00 \$38,101.25 0.00

Account Executives

| Account Executive | it Executive Sales Office | | Start Date / End Date | Order % |
|-------------------|---------------------------|--|-------------------------------|---------|
| Amy McCreary | • | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 20% | \$44,825.00 |
| Market | 100% | \$224,125,00 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 32% | \$71,720.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 21% | \$47,066.25 |
| KTUD | 0% | \$0.00 |
| KVVU | 25% | \$56,031.25 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 2% | \$4,482.50 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type S | Spots | Amount |
|-----|-------------|----------|----------|------------------|------------|-------------|---------------|--------|-----|----------|------------|-------|----------|
| E 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ | Wagn@M | 430a-5a | -TWT | :30 | 4 | \$50.003 | 0.00 NM | 4 | \$200.00 |
| | | | | Wake Up Early Wa | agners | | | | | | | | |
| | NEWS | | | | | | | | | | | | |
| | <u>Star</u> | t Date E | End Date | Weekdays : | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
| W | eek: 10/0 | 8/12 1 | 0/14/12 | ~TWT~~~ | 4 | \$50.00 | 0.00 | | | | | | |

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KSNV

Order / Rev: Alt Order #:

Flight Dates:

103615

06830030 10/09/12 - 10/15/12 Advertiser:

Berkley, Shelley for Senate

Product Desc:

BERKLEY FOR SENATE

Estimate:

| | 011 | = 1 | 1 | Daniel | O | . | | | D . D. | | <u> </u> | |
|--------------------------------|---------------------------|------------------------|------------------------------------|-----------------|---|-----------------------|--------|----|-----------|------------|----------|----------------------|
| Ln Ch | Start | End | Inventory Code | | Start/End T | | Len Sp | | | Rtg Type | | Amount |
| E 1 KSNV NEWS | 10/09/1 | 2 10/12/12 | Wake Up Early W Wake Up Early V | - | 430a-5a | - TWT | :30 | 4 | \$50,003 | 0.00 NM | 4 | \$200.00 |
| | art Date | End Date 10/14/12 | <u>Weekdays</u> -TwT | Spots/Week 4 | <u>Rate</u> \$50.00 | Rating 0.00 | | | | | | |
| E 2 KSNV | | | Wake Up Early w | | 430a-5a | M | :30 | 1 | \$50.003 | 0.00 NM | 1 | \$50.00 |
| NEWS | 10.10.7 | - 10,,0,,, | Wake Up Early V | | , | ., | .55 | • | Ψουίου σ | 0,00 /4,11 | ' | φου.υυ |
| <u>Sta</u> Week: 10 | art <u>Date</u> /15/12 | End Date 10/21/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$50.00 | Rating 0.00 | | | | | | |
| | 10/15/1 | 2 10/15/12 | M-F 5-6a WakeU M-F 5-6a WakeU | • | 5-6а | М | :30 | 1 | \$200,003 | 0.00 NM | 1 | \$200.00 |
| NEWS | D - 4 - | E1 D-1- | | O4- 8NII- | D-4- | D-11 | | | | | | |
| Sta Week: 10 | art Date /15/12 | End Date 10/21/12 | <u>Weekdays</u> M | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| | | | M-F 5-6a WakeU | • | 5-6a | -TWTF | :30 | 4 | \$200.003 | 0.00 NM | 4 | \$800.00 |
| NEWS | 10/05/1 | 2 10/12/12 | M-F 5-6a WakeU | - | J-04 | 11111 | .50 | 7 | ψ200.003 | O.OO NIVI | 4 | φ ου ο.υυ |
| Sta | art Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | , | | | | | |
| Week: 10 | /08/12 | 10/14/12 | -TWTF | 4 | \$200.00 | 0.00 | | | | | l | |
| | 10/09/1 | 2 10/12/12 | M-F 6-7a WakeU M-F 6-7a WakeU | | 6-7a | -TWTF | :30 | 8 | \$300.003 | 0.00 NM | 8 | \$2,400.00 |
| NEWS | | | | | | | | | | | | |
| | art Date | End Date | <u>Weekdays</u> -TWTF | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 E 6 KSNV | | 10/14/12 2 10/15/12 | M-F 6-7a WakeU | - | \$300.00 6-7a | 0.00 M | :30 | 2 | \$300.003 | 0.00 NM | 2 | \$600,00 |
| NEWS | | | M-F 6-7a WakeU | p w/vvagners | | | | | | | | |
| | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | | 10/21/12 | M | 2 | \$300.00 | 0.00 | | | | | | |
| E 7 KSNV | | 2 10/15/12 | Today Show Today Show | СМ | 658a-9am | M | :30 | 3 | \$400.003 | 0.00 NM | 3 | \$1,200.00 |
| TODA) <u>St</u> Week; 10 | art Date | End Date 10/21/12 | <u>Weekdays</u> M | Spots/Week | <u>Rate</u> \$400.00 | Rating 0.00 | | | | | | |
| | | 2 10/12/12 | Today Show | CM | 658a-9am | -TWTF | :30 | 12 | \$400.003 | 0.00 NM | 12 | \$4,800.00 |
| TODA | | E FOITE/(E | Today Show | Olvi | ooda ousii | | .00 | 16 | φ+00.000 | 5.00 MM | 12 | Ψ+,000.00 |
| Sta | art Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10 | /08/12 | 10/14/12 | -TWTF | 12 | \$400.00 | 0.00 | | | | | | |
| | | 2 10/12/12 | Noon News Noon News | CM | 12-1230pm | -TWTF | :30 | 4 | \$175.003 | 0.00 NM | 4 | \$700.00 |
| NEWS | art Date | End Date | Weekdays | Spots/Week | Doto | Datina | | | | | | |
| Week: 10 | | 10/14/12 | -TWTF | <u> </u> | | <u>Rating</u> 0.00 | | | | | | |
| E 10 KSNV | ~ | | | СМ | 12-1230pm | M | :30 | 1 | \$175.003 | 0.00 NM | 1 | \$175.00 |
| | | | Noon News | | | 11 | | | ψι, σ.σσσ | 0.00 1410 | <u> </u> | ψ170.00 |
| NEWS | | | | | | | | | | | | |
| • | art Date | End Date | Weekdays | Spots/Week | | Rating | | | | | | |
| Week: 10 | | 10/21/12 | M | 1 | \$175.00 | 0.00 | | | | | 1 | |
| E 13 KSNV PHIL | 10/09/1 | 2 10/12/12 | Dr. Phil Dr Phil | СМ | 3-4p | -TWTF | :30 | 4 | \$200.003 | 0.00 NM | 4 | \$800.00 |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| <u>عد</u> Week: 10 | | 10/14/12 | -TWTF | <u> </u> | | 0.00 | | | | | | |
| E14 KSNV | | | | CM | 3-4p | M | :30 | 1 | \$200,003 | 0.00 NM | 1 | \$200.00 |
| PHIL | | | | | | | | | | | | |
| <u>St</u> | art Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10 | /15/12 | 10/21/12 | М | 1 | \$200.00 | 0.00 | ···· | | | | 1 | |
| E 15 KSNV | 10/15/1 | 2 10/15/12 | | СМ | 4-5pm | M | :30 | 1 | \$300.003 | 0.00 NM | 1 | \$300.00 |

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830030

10/09/12 - 10/15/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

| | Start | End | Inventory Code | | Start/End T | ime Days | Len Spo | ots | Rate Pri | Rtg Type S | Spots | Amount |
|--|--|--|---|---|--|---|-----------|-----|-------------------------------------|---------------------------|-------|----------------------------------|
| | | | NEWS 3 at 4 (1 4PM NEWS (1 h | • | (4:30 PM-5:0 | O DMI) | | | | | | |
| NEWS | 3 | | 4510110000 (11) | ouij | (4.50 FW-5.0 | O F WI) | | | | | | |
| | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
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| E 16 KSNV | 7 10/09/1 | 2 10/12/12 | NEWS 3 at 4 (1 4PM NEWS (1 h | • | 4-5pm (4:30 PM-5:0 | -TWTF OPM) | :30 | 4 | \$300.003 | 0.00 NM | 4 | \$1,200.00 |
| NEWS | 3 | | -ti tii NEVVO (i ii | oui, | (1.001100.0 | 0 1 101) | | | | | | |
| _ | art Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
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| E 19 KSNV | / 10/15/1 | 2 10/15/12 | M-F Early News M-F Early News | CM | 5-630p | М | :30 | 2 | \$450.003 | 0.00 NM | 2 | \$900.00 |
| NEWS | 3 | | in a Luny None | | | | | | | | | |
| | tart Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Rating</u> | | | | | | |
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| | | | 1-F Early News | <u>5.63</u> | | _ | TWThF~~~ | | :30 (\$450.00 | | | |
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| | redited | Z-10/14/12 IV. | 1-F Early News | 5-63 | UD | | erwerk er | | .00 (0.450.00 | | | |
| | redit] | | | | • | | TWThF~ | - | :30 (\$450:0 0 |) 0.00 NM | | |
| E 21 KSN\ | | | | | • | - | TWThF~ | - | :30 (\$45 0:00 |) 0.00 <i>NM</i> | | |
| | / 10/09/1 | 2 10/12/12 | FacetoFace/Rals | ton Rep &M | 730-758pm | -TW-F | :30 | 4 | :30 (\$450:00 \$225.003 | 0.00 NM 0.00 NM | 4 | \$900.00 |
| FAOF | · | 2 10/12/12 | FacetoFace/Rals | • | • | | | | ··· | | 4 | \$900.00 |
| FACE | - | | Face to Face w/ | J.Ralston | 730-758pm | -TW-F | | | ··· | | 4 | \$900.00 |
| | tart Date | 12 10/12/12 End Date 10/14/12 | | • | 730-758pm <u>Rate</u> | | | | ··· | | 4 | \$900.00 |
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KSNV

Page 4 of 7

Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

| Ln Ch | Start | End | Inventory Code | Prook | Start/End | Time Days | Lan Spa | to | Poto Bri | Dta Tuna | Spoto | Amount |
|------------------------|-------------------------------|----------------------|---------------------------------------|--------------|------------------------|---------------------|----------------|-------------|--------------------------|----------------|-------|----------------------|
| E 25 KSNV | | | Inventory Code M-F Jeop/Wheel | CM | 630-730pm | | Len Spo :30 | 8 | Rate Pri \$400,003 | 0.00 NM | 8 8 | Amount \$3,200.00 |
| | | | M-F Jeopardy/Wh | | • | | | _ | + | | | 4 0,000.00 |
| JEPWH Sta | HEEL ut Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | | 10/14/12 | -TWTF | <u> </u> | \$400.00 | 0.00 | | | | | | |
| | Date Rar | | escription | | /End Time | | - | <u>Leng</u> | | Rtg Type | | |
| | / 10/08/12 e MG 25.9 | | -F Jeop/Wheel | 630- | 730pm | | -TWThF | : | 30 (\$400.00) | 0.00 NM | | |
| | A DEBATI | • | | | | | | | | | | |
| | | | -F Jeop/Wheel | 630- | 730pm | | -TWThF | . : | 30 (\$400.00) | 0.00 NM | | |
| | <i>e MG 25.</i> 9 A DEBATE | • | | | | | | | | | | |
| • | | - | IGN ON-SIGN OFF | 5a-4 | 59a | (9:30 PM-10:30 | Th | . ; | 30 \$400.00 | 0.00 NM | | |
| - | for 25.3, | | | | | | | | | | | |
| - | V CODE] / 10/11/12 | | IGN ON-SIGN OFF | 5a-4 | 50a | (9:30 PM-10:30 | ∟т h | | 30 \$400.00 | 0.00 NM | | |
| _ | for 25.3, | | IGN CIN-CIGN CIT | - Ja-4 | J34 | (3,001-101-10.00 | J111 | | 30 \$400.00 | O.OO IVIVI | | |
| ואין] | V CODE | | | | <u> </u> | | | | | | | |
| E 26 KSNV | 10/13/12 | 2 10/13/12 | Weekend Jeopard | = | 630-730pm | S | - :30 | 2 | \$250.003 | 0.00 NM | 2 | \$500.00 |
| JEP/WH | HEEL | | WKND Jeop/Whe | eı | | | | | | | | |
| | art Date | End Date | | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10/ | | 10/14/12 | S- | 2 | * | 0,00 | | | **** | 2 22 111 | | |
| E 27 KSNV | 10/14/17 | 2 10/14/12 | News 3 Live in Pri News 3 in Prime | me CM | 7-10pm | *** *** *** *** *** | S :30 | 1 | \$600.003 | 0.00 NM | 1 | \$600,00 |
| NEWS . | AFTER N | IFL IN PRIM | | | | | | | | | | |
| | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | | 10/14/12 | S Fri PR 9-10p | CM | \$600.00 9-10pm | 0.00 | - :30 | 1 | \$1,000.003 | 0.00 NM | 1 | \$1,000.00 |
| L ZU NOINV | 10/12/12 | 2 10/12/12 | Friday Prime 9-10 | | 9-TOPIN | | .50 | , | φ1,000.003 | O.OO INIVI | ' | \$1,000.00 |
| GRIMM | | | | | | | | | • | | | |
| Sta Week: 10/ | art Date /08/12 | End Date 10/14/12 | <u>Weekdays</u> | Spots/Week 1 | Rate \$1,000.00 | Rating 0.00 | | | | | | |
| E 29 KSNV | | | | CM | 8-9pm | F- | - :30 | 1 | \$750.003 | 0.00 NM | 1 | \$750,00 |
| | | | Friday Prime 8-9p | om | • | | | | • | | | |
| WHIT/C | COMM art Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10/ | | 10/14/12 | F | 1 | \$750.00 | 0.00 | | | | | | |
| E 30 KSNV | 10/10/13 | 2 10/10/12 | Wed PR 9-10p | CM | 9-10pm | W | - :30 | 1 | \$1,700.003 | 0.00 NM | 1 | \$1,700.00 |
| SVU | | | Wednesday Prime | e 9-10pm | | | | | | | ĺ | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | ĺ | |
| Week: 10/ | | 10/14/12 | ~~W | | \$1,700.00 | 0.00 | | | | | | |
| E31 KSNV | 10/10/1 | 2 10/10/12 | Wed PR 10-11p | CM | 10-11pm | W | :30 | 1 | \$1,400.003 | 0.00 NM | 1 | \$1,400.00 |
| CHICAG | GO FIRE | | Wednesday Prime | e 10-11pm | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | | 10/14/12 | W | | \$1,400.00 | 0.00 | | | | | | |
| E32 KSNV | 10/09/1 | 2 10/12/12 | Late Night w/Fallo | | 1237a-136 | am -TWTF- | :30 | 2 | \$75.003 | 0.00 NM | 2 | \$150.00 |
| FALLO | N | | Lato riight mr and | 211 | | | | | | | 1 | |
| | art Date | End Date | Weekdays | Spots/Week | | Rating | | | | | | |
| Week: 10/ | | 10/14/12 | -TWTF | 2 CM | | 0.00 | .20 | | Φ75 002 | 0.00 NM | | #7 5.00 |
| E33 KSNV | 10/15/1 | ۵ IU/IO/IZ | Late Night w/Fallo Late Night w/Fallo | | 1237a-136 | am M | :30 | 1 | \$75.003 | 0.00 NM | 1 | \$75,00 |
| FALLO | | _ | - | | | _ | | | | | 1 | |
| <u>Sta</u> Week: 10 | art Date | End Date 10/21/12 | <u>Weekdays</u> M | Spots/Week | <u>Rate</u> \$75.00 | Rating 0.00 | | | | | | |
| | | | The Tonight Show | / CM | 1135p-123 | | :30 | 2 | \$500.001 | 0.00 NM | 2 | \$1,000.00 |
| | | · · - | Tonight Show | _ / | | | | | | | · _ | |
| TON S | HOW | | | | | | | | | | I | |

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

Inventory Code Break Start/End Time Days Rate Pri Rtg Type Spots Ln Ch Start End Len Spots Amount E 34 KSNV 10/15/12 10/15/12 The Tonight Show СМ 1135p-1237a M-----:30 Ź \$500.001 0.00 NM \$1,000.00 2 **Tonight Show** TON SHOW Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating M----\$500.00 0.00 Week: 10/15/12 10/21/12 2 Start/End Time Weekdays Length Rate Rtg Type Spot Ch Date Range Description 1135p-1237a :30 (\$500.00) 0.00 NM 1 KSNV 10/15/12-10/21/12 The Tonight Show M------See MG 34.3,34.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 1135p-1237a :30 (\$500:00) 0.00 NM 2 KSNV 10/15/12-10/21/12 The Tonight Show See MG 34.3.34.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/15/12-10/15/12 The Tonight Show 1135p-1237a :30 \$500.00 0.00 NM MG for 34.2,34.1 [Revised Rate to Reinstate] \$500.00 0.00 NM 1135p-1237a :30 4 KSNV 10/15/12-10/15/12 The Tonight Show MG for 34.2,34.1 [Revised Rate to Reinstate] E 35 KSNV 10/09/12 10/12/12 The Tonight Show CM 1135p-1237a -TWTF--:30 8 \$500.001 0.00 NM 8 \$4,000.00 **Tonight Show** TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/08/12 10/14/12 \$500.00 8 0.00

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

30030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

| Ln Ch Start End Inventory Code Break Start/End Time Days Len S | | Rtg Type S | | Mount |
|--|---|----------------|------|-------------------|
| E 35 KSNV 10/09/12 10/12/12 The Tonight Show CM 1135p-1237a -TWTF :30 Tonight Show | 8 \$500.001 | 0.00 NM | 8 \$ | 4,000.00 |
| TON SHOW <u>Start Date End Date Weekdays Spots/Week Rate</u> <u>Rating</u> | | | | |
| Week; 10/08/12 10/14/12 -TWTF 8 \$500.00 0.00 | | | | |
| <u>Spot Ch Date Range Description Start/End Time Weekdays</u> | | Rtg Type | | |
| 1 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TWThF | :30 (\$500.00) | 0.00 <i>NM</i> | | |
| See <i>MG</i> 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | |
| 2 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TWThF | :30 (\$5 00 . 00) | 0.00 NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | (,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | |
| 3 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TWThF | :30 (\$500.00) | 0.00 <i>NM</i> | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | , | | | |
| 4 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TWThF | :30 (\$500.00) | 0.00 <i>NM</i> | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | |
| 5 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TWThF | :30 (\$500.00) | 0.00 NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | • |
| 6 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TwThF | :30 (\$500.00) | 0.00 <i>NM</i> | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | |
| 7 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TwThF | :30 (\$5 00.00) | 0.00 <i>NM</i> | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | 1 | | |
| 8 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237a -TwThF | :30 (\$500.00) | 0.00 NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | , | | | |
| 9 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TWThF | :30 \$500.00 | 0.00 NM | | |
| MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate] | | | | |
| 10 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237aTWThF | ;30 \$500.00 | 0.00 NM | | |
| MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate] | | : | | |
| 11 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TwThF | :30 \$500.00 | 0.00 NM | | |
| MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate] | | İ | | |
| 12 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TWThF | :30 \$500,00 | 0.00 NM | | |
| (f) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | |
| [Revised Rate To Reinstate] 13 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TWThF | :30 \$500.00 | 0.00 NM | | |
| ® MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | .οο φοσο.οσ | 0.00 14141 | | |
| [Revised Rate To Reinstate] | | | | |
| 14 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TwThF | :30 \$500.00 | 0.00 NM | | |
| MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate] | | | | |
| 15 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TWThF | ~~ :30 \$500.00 | 0.00 NM | | |
| (f) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate] | · | | | |
| 16 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237a -TWThF | :30 \$500.00 | 0.00 NM | | |
| (f) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate] | | | | |
| E 36 KSNV 10/09/12 10/12/12 M-F News 3 at Eleven CM 11pm-1135pm -TWTF :30 | 4 \$425.003 | 0.00 NM | 4 : | \$1,700.00 |
| M-F News 3 at Eleven NEWS | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating Week; 10/08/12 10/14/12 -TWTF 4 \$425.00 0.00 | | | | |
| E 37 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven CM 11pm-1135pm M :30 | 1 \$425.003 | 0.00 NM | 1 | \$425.00 |
| M-F News 3 at Eleven | . + .== | | • | ₊ 3.00 |

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

Inventory Code Ln Ch Start End Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$425.00 0.00 E 38 KSNV 10/13/12 10/14/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 2 \$400.003 0.00 NM 2 \$800.00 Sa-Su News 3 at Eleven **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/08/12 10/14/12 ----SS \$400.00 0.00 E 39 KSNV 10/13/12 10/13/12 Saturday Today СМ 7a-9am \$225.003 ----5-:30 0.00 NM 2 2 \$450.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating ----5-Week: 10/08/12 10/14/12 \$225.00 0.00 E 40 KSNV 10/13/12 10/13/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 2 \$150.003 0.00 NM 2 \$300.00 **News 3 Sunrise SATURDAY NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -----S-\$150,00 0,00 E 41 KSNV 10/13/12 10/13/12 News 3 Today - SATURIDM 9am-930am ----S-:30 \$200,003 0.00 NM \$200,00 News 3 Today - SAT **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$200.00 E42 KSNV 10/14/12 10/14/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM 2 \$700.00 Sunday Today **SUN TODAY** Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/08/12 10/14/12 ----S \$350.00 0.00 E43 KSNV 10/13/12 10/13/12 Saturday Night Live CM 1130pm-1:02am ----S-\$550.003 0.00 NM \$550.00 1 Saturday Night Live SNL Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/08/12 10/14/12 ----5-\$550.00 0.00 N44 KSNV 10/09/12 10/12/12 M-F Early News 5-630p CM -TWTF--:30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week; 10/08/12 10/14/12 -TWTF--\$1,200,00 0,00 N45 KSNV 10/09/12 10/12/12 Late Night w/Fallon СМ 1237a-136am -TWTF--:30 \$250,001 0.00 NM 2 \$500.00 Late Night w/Fallon **FALLON** Spots/Week End Date Weekdays Start Date Rate Rating Week: 10/08/12 10/14/12 -TWTF--\$250.00 0.00N 46 KSNV 10/09/12 10/12/12 The Agenda 1230pm 1230-1p -TWTF--:30 \$325.001 0.00 NM \$1,300.00 The Agenda 1230pm Weekdays Start Date End Date Spots/Week Rate Rating TWTE--10/14/12 Week: 10/08/12 \$325.00 0.00N47 KSNV 10/15/12 10/15/12 The Agenda 1230pm CM 1230-1p M -- -- -- --:30 \$325.001 0.00 NM 1 \$325.00 The Agenda 1230pm Start Date End Date Weekdays Spots/Week Rate Rating M----Week: 10/15/12 10/21/12 \$325.00 0.00 Totals 123 \$44,825.00